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Lieberson Is Named President Of New C.B.S./Columbia Group

By JACK GOULD

Goddard Lieberson, one of the more prominent figures in the phonograph recording industry, has been named president of the C.B.S./Columbia Group, a new unit of the Columbia Broadcasting System for expanded activities in education and music. The unit is part of the company's long-range plans to achieve greater diversification outside the field of broadcasting.

Mr. Lieberson has already left Columbia Records, where he was also president, to serve in his new post. Under the group umbrella the company is placing the Columbia Records division, the company's educational services division, the international division, the direct marketing division and the musical instruments division.

The announcement of Mr. Lieberson's promotion was made yesterday by Dr. Frank Stanton, president of the parent company. At the same time he made known that John A. Schneider had been named president of the C.B.S. Broadcast Group. Heretofore Mr. Schneider's title had been group vice president-broadcasting.

Together, Mr. Lieberson and Mr. Schneider will now wield operating authority over more than 95 per cent of the activi-

ties of C.B.S. Remaining as separate units will be only the C.B.S. Laboratories and the New York Yankees.

Both presidents will continue to report to Dr. Stanton, who is gradually taking on more top executive duties following the announcement by William S. Paley, C.B.S. chairman, that he was easing up on some of his day-to-day responsibilities.

Whereas the divisional heads under Mr. Schneider carry the title of president, the division heads under Mr. Lieberson have received the designation of vice president and general manager.

Appointed to the operating divisions under Mr. Lieberson were Norman Adler, educational services; Clive Davis, Columbia Records; Harvey Schein, international division; Cornelius Keating, direct marketing services, and Donald Randall, musical instruments division.

Mr. Lieberson, who is 55 years old, was born in Handley, Stratfordshire, England but has lived in the United States since childhood. He attended the University of Washington and the Eastman School of Music.

He has been associated with Columbia Records since 1939 and became its president in June of 1956. He is a musician, an author and a composer and once was a schoolteacher.